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60/374,190 19 April 2002 (19.04.2002) **US**
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(54) Title: NOVEL PROSTATE TUMOR-SPECIFIC PROMOTER

(57) **Abstract:** This invention provides novel transcriptional regulatory elements from the human TRPM4 (Transient Receptor Potential-Melastatin 4) gene. These promoter and enhancer elements preferentially activate transcription in prostate tumor cells and tissues as compared to other tissues. Methods and compositions are provided to employ TRPM4 promoter elements for prostate tumor-specific expression of therapeutic molecules. Prostate tumor-restricted replicating adenoviral vectors are also provided.